

KATIE GOELLNER

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EXPERIENCE

2016 -

Marketing Designer *Library Journal/School Library Journal* New York, NY

Designed branding for numerous events, including print programs, event signage, animated web ads, and also coded promotional emails and microsites through Wordpress. Worked closely with the editorial team for monthly print advertisements in *LJ* and *SLJ* as well as the sales team for promotional emails and sell sheets.

2015

Graphic Designer *Rosen Publishing* New York, NY

Designed catalogs for each season, four in fall, two in spring, including laying out each series' page, designing catalog covers, and creating table of contents and index for each. Also created print and web ads for various magazines and websites promoting Rosen series and created and coded promotional emails.

2012 - 2015

Graphic Designer *HealthCorps* New York, NY

Designed all print and web materials for HealthCorps' annual Garden Galas, including programs, signage, invitations, photobooks, and web pages. Coded microsites and promotional emails for events and designed HealthCorps' branded materials, including company letterhead and business cards.

2013 - 2015

Web Administrator *CASA of Los Angeles* Los Angeles, CA

Maintained the CASA of Los Angeles website through Wordpress and coded event pages and microsites as needed. Also designed and coded monthly and weekly newsletter templates and created website and email graphics.

EDUCATION

2012

Pratt Institute BFA Digital Arts Brooklyn, NY 3D Animation and Motion Arts

PROGRAMS

Photoshop, Illustrator, InDesign, Maya, After Effects, Wordpress, Flash, HTML and CSS, Dreamweaver, Final Cut Pro